

Message Text

LIMITED OFFICIAL USE

PAGE 01 CAIRO 04519 161638Z

ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 COME-00 CIAE-00 DODE-00

INR-07 NSAE-00 PA-01 USIA-06 PRS-01 SP-02 TRSE-00

/048 W

-----170253Z 062632 /72-61

R 161535Z MAR 77

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 2826

INFO AMEMBASSY LONDON

AMEMBASSY TEL AVIV

LIMITED OFFICIAL USE CAIRO 4519

E.O. 11652: N/A

TAGS: EINV ETRD PFOR EG

SUBJ: BOYCOTT: LEYLAND FLAUNTS NEW STATUS

1. EGYPTIAN GAZETTE, CAIRO ENGLISH LANGUAGE DAILY, CARRIES THREE-COLUMN PHOTO ON BACK PAGE OF MARCH 16 ISSUE OF XJ 12 SALOON WITH FOLLOWING CAPTION: " DAY OF THE JAGUAR. HAVING SHAKEN ITSELF FREE OF ITS INNER QUOTE ISRAELI CONNECTION END INNER QUOTE LEYLAND INTERNATIONAL IS NOW ABLE TO MARKET ITS PRODUCTS IN THE ARAB WORLD. THE SUPER-DUPER JAGUAR XJ 12 LUXURY SALOON PICTURED ABOVE IS ONE OF SEVERAL MODELS ON DISPLAY AT THE CAIRO INTERNATIONAL TRADE FAIR". (FAIR OPENS MARCH 17).

2. COMMENT: WE UNDERSTAND PHOTO AND CAPTION WERE PLACED BY LOCAL LEYLAND REP, WHO IS EVIDENTLY HOPING TO ATTRACT AT LEAST A FEW WEALTHY POTENTIAL BUYERS NOW THAT COMPANY'S PRODUCTS ARE AGAIN AVAILABLE. UP TO THIS POINT, EXCEPT FOR STRAIGHT COMMERCIAL AD SOME WEEKS AGO ANNOUNCING OPENING OF DEALERSHIP, REMOVAL OF LEYLAND FROM BOYCOTT HAS BEEN RATHER LOW-KEY AFFAIR.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 CAIRO 04519 161638Z

3. IMAGE OF EGYPT AS POVERTY-STRIKEN AND DESPERATELY IN NEED OF HELP WILL NOT BE FURTHERED BY ABOVE TYPE OF PUBLICITY, EVEN THOUGH A VISIT TO CAIRO INDICATES -- IF NEW MERCEDES CARS ARE ANY INDICATION --- THAT THERE IS NO DEARTH OF PEOPLE WHO CAN AFFORD EXPENSIVE CARS. MANY OF VEHICLES CAM IN UNDER LIBERALIZED IMPORT REGS AND OWN-CURRENCY PROGRAM, BUT THEY STILL GIVE AN IMPRESSION THAT EGYPT

IS NOT ALL THAT POOR, OR AT LEAST NOT ALL OF IT.
MATTHEWS

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BOYCOTTS
Control Number: n/a
Copy: SINGLE
Sent Date: 16-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977CAIRO04519
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770091-0215
Format: TEL
From: CAIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770353/aaaabugt.tel
Line Count: 64
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d9c909b7-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3089809
Secure: OPEN
Status: NATIVE
Subject: BOYCOTT: LEYLAND FLAUNTS NEW STATUS
TAGS: EINV, ETRD, PFOR, EG
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/d9c909b7-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009